



VANESSA KNOPPKE-WETZEL

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[VKNOPPKIEWETZEL.GITHUB.IO](https://vknoppkiewetzel.github.io)

ABOUT ME

I am detail-oriented cartographer, analyst, and designer who is passionate about aesthetics, storytelling, and education.

My education-oriented work anchors on the belief that everyone can become a better analyst, designer, and storyteller - even if they never have been in the spatial industry.

SKILLS

Javascript, Adobe Creative Suite (Illustrator, Photoshop, InDesign), Mapbox Studio, Mapbox GL JS, HTML/CSS, ESRI ArcMap, QGIS, & more

EDUCATION

UNIVERSITY OF WISCONSIN - MADISON • 2012 - 2014

MS – Cartography & GIS

UNIVERSITY OF WISCONSIN - MADISON • 2008 - 2012

BS – Cartography & GIS

EXPERIENCE

SENIOR MAP DESIGNER • MAPBOX • SEPTEMBER 2019 - PRESENT

At the moment I work primarily work on navigation design, where I 1) work alongside customers in order to build and design maps that work well for their brand and auto use case and 2) build navigation specific feature components for map styles.

I also have done cartographic research, experimental design, and also give webinars, workshops, and talks to help others learn more about cartography and Mapbox Studio.

**ADJUNCT PROFESSOR • GEORGE WASHINGTON UNIVERSITY
JANUARY 2021 - PRESENT**

I teach Cartography & Geovisualization, where students (undergrad and graduate) learn cartographic theory, design techniques, different spatial and design softwares, ethics in cartography, as well as design critique.

CO-HOST • URHERE PODCAST • JANUARY 2021 – PRESENT

On a weekly basis, Vanessa and Gretchen Peterson talk about different maps (historic to modern) and break down their history and talk about their design choices, in order to help teach listeners more about cartography.

CARTOGRAPHER AND GRAPHIC DESIGNER • NATIONAL FISH AND WILDLIFE FOUNDATION • APRIL 2017 – SEPT 2019

I branded NFWF maps and graphics, in addition to helping to bring more spatial data visualizations (both static and interactive) and graphics to a range of products - from fact sheets and grant slates to major publications - for internal and external planning and information exchange. I also was the spatial liaison for external communication, in order to fix inaccuracies and update the NFWF programs spatial database.



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BS – Geography with emphasis
on People/Environment
Interactions
BA – Spanish Linguistics and
Literature

RECENT VOLUNTEER AND LEADERSHIP

DIRECTOR AT LARGE FOR THE NORTH AMERICAN CARTOGRAPHIC INFORMATION SOCIETY

- Chair of Diversity, Equity,
and Inclusion Committee
- Member of Nominations
Committee
- Member of Publications
Committee

EDITOR FOR VOLUME 6 OF THE ATLAS OF DESIGN

atlasofdesign.org/about

FOUNDER OF #CREATIVECARTO

creativecarto.github.io

GIS ANALYST • USAID OFFICE OF FOREIGN DISASTER ASSISTANCE APRIL 2015 – APRIL 2017

I project managed all work for South & Western African Nations (SWAN) and provided geospatial services to USAID/OFDA's humanitarian work in the form of maps and graphics, spatial analysis, and technical team projects. Projects include sudden onset taskers as well as long term creations and updates, in print and on the web.

I also rebranded many of OFDA's maps not only enhance aesthetics, but also improve legibility.

CARTOGRAPHIC CONSULTANT • THE ASIA FOUNDATION SEPTEMBER 2013

For a fast-paced 10 days I was the cartographic design expert, leader, and teacher for a project in Ulaanbaatar, Mongolia.

I led the production of ~300 maps (and helped to make them as well) in order to visually communicate the needs of the impoverished ger communities, while also restructuring the production process and database management. I participated in formal and informal working meetings with government, private sector, and non-governmental leaders, and technical staff.

CARTOGRAPHER • CARTOGRAPHY LAB • APRIL 2012 – MAY 2014

I managed and led multiple projects requiring geographic analysis and design needs of the University of Wisconsin system, government agencies, authors and publishers as well as many commercial clients, in addition to any other regular Cartography Lab needs, as mentioned below. Additionally, I also trained other cartographers as needed.